

CONTRACT



KGWN
2923 E. Lincolnway
Cheyenne, WY 82001
Sales T & C: www.gray.tv/advertising
(307) 634-7755

<u>Contract / Revision</u> 2525376 /		<u>Alt Order #</u>
<u>Advertiser</u> Herbster for Governor		<u>Original Date / Revision</u> 04/14/22 / 04/14/22
<u>Contract Dates</u> 04/17/22 - 04/24/22	<u>Estimate #</u> 417423	
<u>Product</u> Herbster for Governor Order		
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> KGWN	<u>Account Executive</u> Cheyenne House	<u>Sales Office</u> Cheyenne Natio
<u>Special Handling</u>		
<u>Demographic</u> Households		
	<u>Order Type</u> NORMAL	<u>Total Ratings</u> 249.60
<u>Agcy Code</u> 9912891	<u>Advertiser Code</u> {1AF08250-D197-462	<u>Product 1/2</u>
<u>Agency Ref</u> 114228	<u>Advertiser Ref</u> 596463	

And:

Smart Media Group
PO Box 26067
Alexandria, VA 22313

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	KGWN	04/18/22	04/24/22	Wyoming News Now @ 6a	6:00 AM-7:00 AM		:30				NM	5	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	04/18/22	04/24/22	MTWTF--				5	\$50.00	6.60			
N 2	KGWN	04/18/22	04/24/22	CBS This Morning	7:00 AM-9:00 AM		:30				NM	5	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	04/18/22	04/24/22	MTWTF--				5	\$25.00	6.90			
N 3	KGWN	04/18/22	04/24/22	Cheyenne News Now @530p	5:30 PM-6:00 PM		:30				NM	3	\$510.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	04/18/22	04/24/22	M-W-F--				3	\$170.00	18.60			
N 4	KGWN	04/18/22	04/24/22	M-F 6p-630p	6:00 PM-6:30 PM		:30				NM	3	\$210.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	04/18/22	04/24/22	-T-TF--				3	\$70.00	16.70			
N 5	KGWN	04/18/22	04/24/22	M-F 630p-7p	6:30 PM-7:00 PM		:30				NM	2	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	04/18/22	04/24/22	M-W----				2	\$70.00	16.20			
N 6	KGWN	04/17/22	04/24/22	WyomingNews Now Wknd@5:30 PM-6:00 PM	5:30 PM-6:00 PM		:30				NM	2	\$340.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	04/11/22	04/17/22	-----S				1	\$170.00	12.70			
	Week:	04/18/22	04/24/22	-----SS				1	\$170.00	12.70			
N 7	KGWN	04/17/22	04/17/22	Face The Nation	8:30 AM-9:30 AM		:30				NM	1	\$30.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	04/11/22	04/17/22	-----S				1	\$30.00	5.10			
N 8	KGWN	04/17/22	04/17/22	Wyoming News Now Wknd@10:00 PM-10:30 PM	10:00 PM-10:30 PM		:30				NM	1	\$170.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	04/11/22	04/17/22	-----S				1	\$170.00	13.30			
Totals										249.60		22	\$1,775.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
03/28/22 - 04/24/22	22	\$1,775.00	(\$266.25)	\$1,508.75
Totals	22	\$1,775.00	(\$266.25)	\$1,508.75

(* Line Transactions: N = New, E = Edited, D = Deleted)

All advertising, production services, consulting services, and digital management services sold or offered by Gray Television Group, Inc. or Gray Media Group, Inc. (collectively "Gray") are subject to Gray's Standard Terms and Conditions available at www.gray.tv/advertising.



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Signature: _____ **Date:** _____

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